

## DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

### PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH INTEGRATION OF PHYSICAL LOCATION USING GPS

the specification of which: (check one)

XXX is attached hereto.

\_\_\_\_\_ was filed on \_\_\_\_\_  
under Attorney's Docket Number \_\_\_\_\_  
as Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with 37 CFR 1.56.

I hereby claim the benefit of foreign priority under 35 USC 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application the priority of which is claimed:

Prior Foreign Application(s):			Priority Claimed
			Yes ____ No ____
(Number)	(Country)	(Filing Date)	

I hereby claim the benefit of United States priority under 35 USC 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in a listed prior United States application in the manner provided by the first paragraph of 35 USC 112, I acknowledge the duty to disclose information material to the patentability of this application as defined in 37 CFR 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

(Application Serial #)	(Filing Date)	(Status)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 USC 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Khanh Q. Tran  
Thomas R. Berthold  
Richard M. Ludwin  
Marc D. McSwain  
Alison D. Mortinger

Reg. No. 41,352  
Reg. No. 28,689  
Reg. No. 33,010  
Reg. No. 44,929  
Reg. No. 39,306

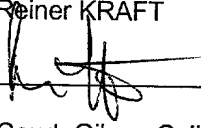
Jon A. Gibbons  
Stephen C. Bongini  
Jose Gutman  
Martin Fleit  
Robert C. Kain  
Philip Premysler

Reg. No. 37,333  
Reg. No. 40,917  
Reg. No. 35,171  
Reg. No. 16,900  
Reg. No. 30,648  
Reg. No. 43,015

Send correspondence to Jon A. Gibbons, Fleit, Kain, Gibbons, Gutman & Bongini P.L., 4400 N. Federal Highway, Suite 32, Boca Raton, Florida 33431 and direct all telephone calls to Jon A. Gibbons (561) 417-9477.

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FULL NAME OF INVENTOR: Reiner KRAFT

INVENTOR'S SIGNATURE:  DATE: 9/5/2000

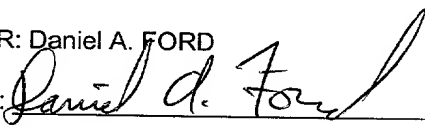
RESIDENCE: 9406 Wetsand Court, Gilroy, California 95020

CITIZENSHIP: Germany

POST OFFICE ADDRESS: Same as above

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FULL NAME OF INVENTOR: Daniel A. FORD

INVENTOR'S SIGNATURE:  DATE: 9/6/2000

RESIDENCE: 52 Chester Street, Lost Gatos, California 95032

CITIZENSHIP: ~~Canada~~ U.S. 

POST OFFICE ADDRESS: Same as above

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FULL NAME OF INVENTOR: Kevin T. CAO

INVENTOR'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

RESIDENCE: 792 Cayote Road, San Jose, California 95111

CITIZENSHIP: Germany

POST OFFICE ADDRESS: Same as above

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 USC 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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RESIDENCE: 52 Chester Street, Lost Gatos, California 95032

CITIZENSHIP: Canada

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FULL NAME OF INVENTOR: Kevin T. CAO

INVENTOR'S SIGNATURE:  DATE: 09/19/2000

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